



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<b>Contract / Revision</b> 216494 /		<b>Alt Order #</b> 06866079
<b>Product</b> INTERN'L ASS/FIREFIG		
<b>Contract Dates</b> 10/30/12 - 11/12/12		<b>Estimate #</b> 2182
<b>Advertiser</b> POL/International Association of Firefighters		<b>Original Date / Revision</b> 10/23/12 / 10/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTNH	<b>Account Executive</b> Petry Philadelphia	<b>Sales Office</b> Petry/Philadelph
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 152	<b>Product Code</b> 160
<b>Agency Ref</b> IN14921		<b>Advertiser Ref</b>

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	10/30/12	11/09/12	News 8 @ 6a	6a-7a		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				1	\$2,000.00	0.00			
		Week: 11/05/12	11/11/12	-TWTF--				1	\$2,000.00	0.00			
N 2	WTNH	10/30/12	11/02/12	M-F 9a-10a	9a-10a		:30				NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				3	\$1,000.00	0.00			
N 3	WTNH	10/30/12	11/02/12	The View	11a-12p		:30				NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				2	\$3,500.00	0.00			
N 4	WTNH	10/30/12	11/02/12	News 8 Noon	12p-1230p		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				2	\$1,500.00	0.00			
N 5	WTNH	10/30/12	11/02/12	Katie	3p-4p		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				2	\$1,500.00	0.00			
N 6	WTNH	10/30/12	11/02/12	Early Fringe M-F	4p-5p		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				2	\$1,500.00	0.00			
N 7	WTNH	10/30/12	11/02/12	News 8 5p-6p	5p-6p		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				2	\$3,000.00	0.00			
N 8	WTNH	10/30/12	11/02/12	M-F 7p-730p	7p-730p		:30				NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				1	\$6,500.00	0.00			
N 9	WTNH	11/05/12	11/05/12	News 8 Noon	12p-1230p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$1,500.00	0.00			
<b>Totals</b>												17	\$37,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/09/12	17	\$37,000.00	\$31,450.00
<b>Totals</b>	17	\$37,000.00	\$31,450.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH  
8 Elm Street  
New Haven, CT 06510  
(203) 784-8888

Contract / Revision	Alt Order #
216494 /	06866079

Contract Dates	Product	Estimate #
10/30/12 - 11/12/12	INTERN'L ASS/FIREFIG	2182

Advertiser	Original Date / Revision
POL/International Associ	10/23/12 / 10/23/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Rep Order# 6866079 Ver# 1 Status New  
EC'd No

Traffic Order# 216494  
Printed: 10/22/2012 9:19 AM  
Last Received: 10/21/2012 3:21 PM  
Showing Buylines: All Lines

1 of 2

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) INTRNL ASSOC FIREFI  
Product INTERNL ASS/FIREFIG  
Estimate# 2182  
Buyer Spencer Wood  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 152/160/2182  
Flight Dates 10/30/2012 - 11/12/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

INTERNATIONAL ASSOCIATION OF FIREFIGHTERS SC=\*

--- REMARKS ---

THIS IS A NEW ORDER  
\*\*CLIENT: INTERNATIONAL ASSOCIATION OF FIREFIGHTERS\*\*  
OUR TOTAL IS \$37000  
PLS CONFIRM  
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	10/30-11/09	TU-F	630A-7A	1	:30	\$2,000.00	GOOD MORNING CT AT 630AM	2		2	\$4,000.00	
2	10/30-11/02	TU-F	9A-10A	3	:30	\$1,000.00	DR. PHIL	3		1	\$3,000.00	
3	10/30-11/02	TU-F	11A-12P	2	:30	\$3,500.00	THE VIEW	2		1	\$7,000.00	
4	10/30-11/02	TU-F	12P-1230P	2	:30	\$1,500.00	NEWS 8 AT NOON	2		1	\$3,000.00	
5	10/30-11/02	TU-F	3P-4P	2	:30	\$1,500.00	KATIE	2		1	\$3,000.00	
6	10/30-11/02	TU-F	4P-5P	2	:30	\$1,500.00	JUDGE JUDY	2		1	\$3,000.00	
7	10/30-11/02	TU-F	5P-530P	2	:30	\$3,000.00	NEWS 8 AT 5PM	2		1	\$6,000.00	
8	10/30-11/02	TU-F	7P-730P	1	:30	\$6,500.00	JEOPARDY	1		1	\$6,500.00	
9	11/05-11/05	M	12P-1230P	1	:30	\$1,500.00	NEWS 8 AT NOON	1		1	\$1,500.00	

---REPORT TOTALS---

Rep Order# 6866079 Ver# 1 Status New  
EC'd No

Traffic Order#

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2 of 2

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) INTRNL ASSOC FIREFI  
Product INTERNL ASS/FIREFIG  
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Phone#  
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Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 152/160/2182  
Flight Dates 10/30/2012 - 11/12/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Report Totals: 17 / \$37,000.00

---SALES MONTHLY TOTALS---

Nov 12: 17 / \$37,000.00

Sales Totals: 17 / \$37,000.00

Station Totals: 17 / \$37,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$185,000

CABL	0%	WCCT	10%	WCTX	0%	WFSB	30%	WHCT	0%
WRDM	0%	WTIC	20%	WTNH	20%	WUVN	0%	WVIT	20%
XXX	0%								

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> <u>10/16/12</u>
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I, Mike Furman  
do hereby request station time concerning the following issue:

IAFF - International Association of Firefighters

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

**Total Charges:**

This broadcast time will be used by: IAFF

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
                         
 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

IAFB 1756 New York Avenue NW Washington, DC 20006  
 202-824-1580

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Thomas H. Miller

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/16/12 \_\_\_\_\_ 202-338-8700  
 Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
 Signature Printed Name Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any  
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.